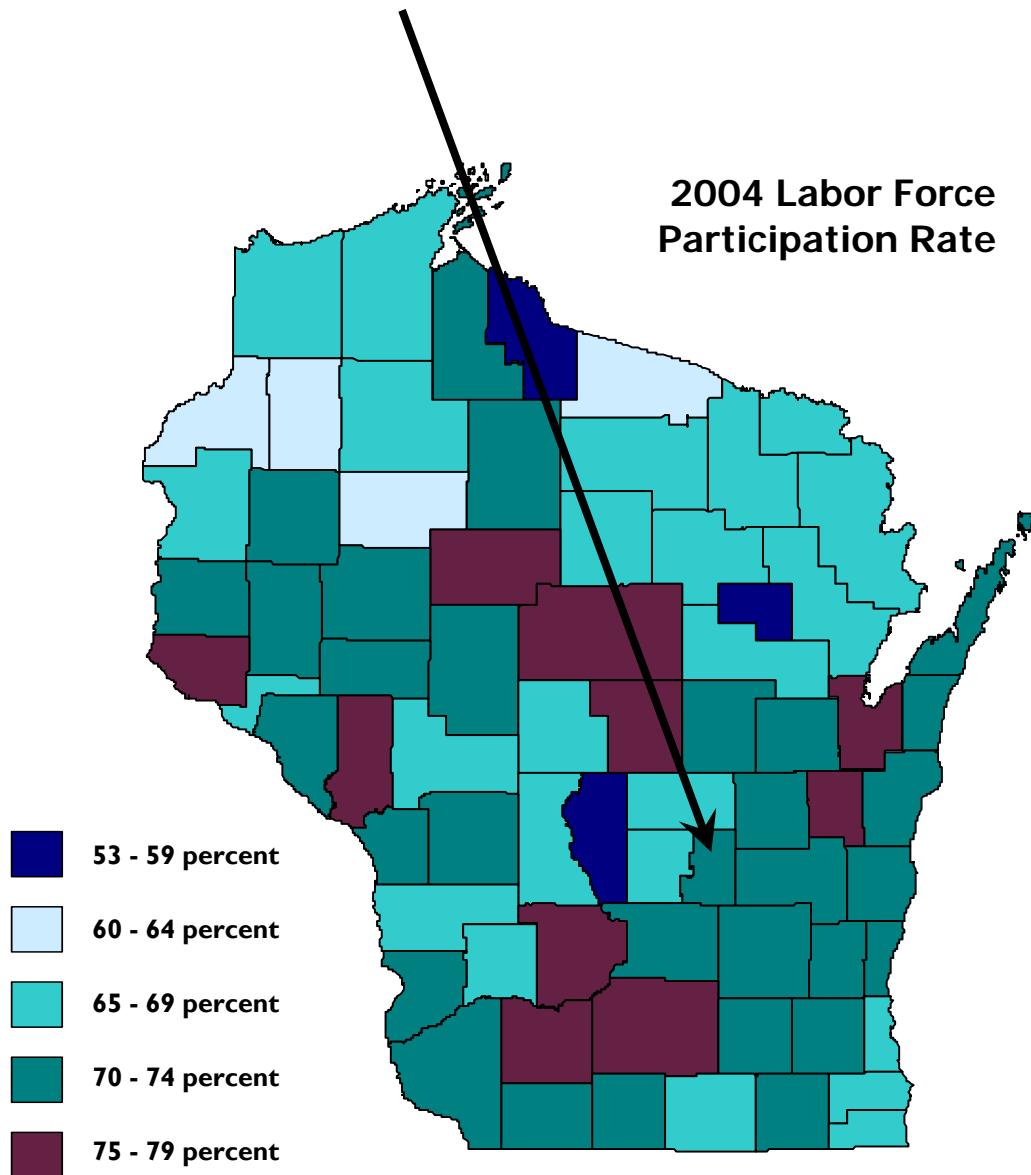


# Green Lake County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin  
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## County Population and Labor Force

Green Lake County's population increased by 270 residents compared to five years ago. This net increase was centered exclusively in residential migration into the county because there was a net natural decrease as the number of deaths in the county exceeded births over this five-year period. Most of those who moved into the county previously resided in adjacent counties.

Green Lake County's net growth rate was 1.4 percent, which was considerably slower than the state and national rates over the same period. Slower population growth is not a new phenomenon for the county as its residential base has only grown about 15 percent since 1970 compared to state-wide growth of 26 percent.

Green Lake County's population is older than state and national averages, which is not surprising as this rural county has maintained an influx of retiree population over the last few decades, particularly in the vicinities of Lake Puckaway and Green Lake. The median age of residents in the county was 42.4 years in 2004 compared to the state median of 37.5. This difference is significant. The county's residential base will continue to skew older than average in the coming decades.

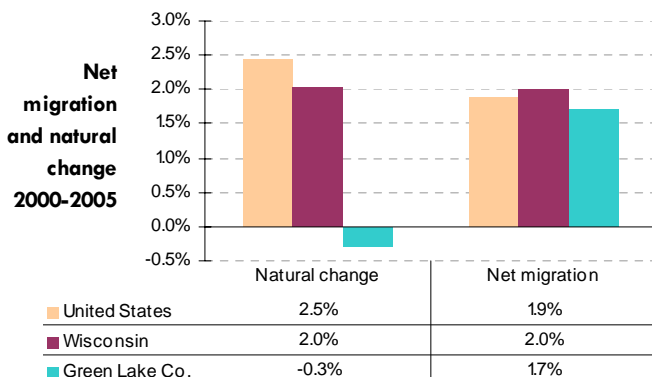
The table and graph to the right examines the county's age composition of the population ages 16 years and older. One will notice that the share of those 60 years of age and older will double by 2020 at a faster rate than both the state and

### Five largest municipalities in Green Lake County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Green Lake County</b>	19,105	19,375	270	1.4%
Berlin, City*	5,222	5,254	32	0.6%
Brooklyn, Town	1,904	1,957	53	2.8%
Princeton, Town	1,540	1,590	50	3.2%
Princeton, City	1,504	1,472	-32	-2.1%
Markesan, City	1,396	1,370	-26	-1.9%

\*Green Lake County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005



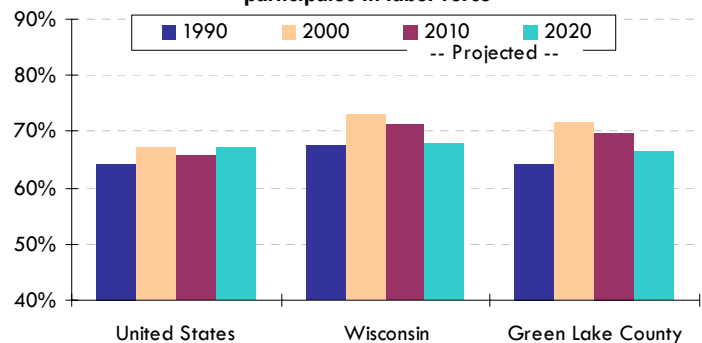
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Green Lake County
<b>Total population in 2000</b>	281,424,602	5,363,715	19,105
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	19,375
Change	13,735,700	217,042	270
% change	4.9%	4.0%	1.4%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	15,487
Share of total population	76.2%	78%	79.9%
Labor force	147,125,000	3,071,179	10,787
Labor force participation rate	65.4%	70.8%	69.7%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	15,714
16-24 yrs old	37,489,370	743,764	2,374
Share of population 16+ yrs	16.4%	16.8%	15.1%
25-59 yrs old	142,248,896	2,708,865	8,740
Share of population 16+ yrs	62.2%	61.3%	55.6%
60 yrs and older	48,883,408	964,684	4,600
Share of population 16+ yrs	21.4%	21.8%	29.3%
<b>Projected population: 2020</b>	335,804,546	6,110,878	20,064
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	16,393
16-24 yrs old	37,918,865	681,586	1,738
Share of population 16+ yrs	14.4%	14.0%	10.6%
25-59 yrs old	150,678,402	2,756,884	8,422
Share of population 16+ yrs	57.1%	56.6%	51.4%
60 yrs and older	75,487,837	1,431,103	6,233
Share of population 16+ yrs	28.6%	29.4%	38.0%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

nation. The implications of a rapidly aging population could manifest themselves in the form of labor shortages and an increased demand for particular services at a higher capacity. Green Lake County's projected labor force participation shows a decline, but on a positive note, it is projected to remain relatively stable for such a rural and aging county.

## Revised Labor Force

Labor force estimates published by DWD and the U.S. Bureau of Labor Statistics from 1990 to 2004 have been revised to reflect population trends revealed by the 2000 Census. The revisions have been quite significant in some counties so readers who keep logs of this data are encouraged to confirm that they have the most recently revised data. Readers are also encouraged to contact the author if they have questions about these revisions.

The revisions to the data have not altered the fact that the county's record low unemployment rates in the late 1990s did not continue into the new century. The 2001 recession and its sluggish employment recovery are to blame for these higher rates over the last four years. And one cannot solely look to Green Lake County's businesses to gauge the vibrancy of the county's labor force. One must look outward, too, due to the fact that approximately 44 percent of the county's employed labor force commute out of the county for work. This means that the employers in Fond du Lac and Winnebago counties also have direct effects on Green Lake County's labor force.

## Green Lake County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	9,466	8,882	584	6.2%
1991	10,227	9,546	681	6.7%
1992	10,155	9,577	578	5.7%
1993	10,231	9,619	612	6.0%
1994	10,813	10,198	615	5.7%
1995	10,764	10,267	497	4.6%
1996	10,739	10,209	530	4.9%
1997	10,739	10,206	533	5.0%
1998	10,675	10,169	506	4.7%
1999	10,573	10,149	424	4.0%
2000	10,753	10,340	413	3.8%
2001	11,006	10,436	570	5.2%
2002	10,940	10,251	689	6.3%
2003	10,951	10,202	749	6.8%
2004	10,787	10,181	606	5.6%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

This section examines post-high school educational attainment by age and gender. It accounts for all attempted formal education at the college level, whether it did or did not result in degree completion. These demographic slices of educational attainment have yielded interesting, though somewhat expected results. Generally speaking, younger females are more likely than younger males to continue education past high school, though this level of educational pursuit is lower among both genders in Green Lake County compared to the state and national averages. The gender gap is particularly

wide in the youngest cohort; those ages 18-24 where 42 percent of females have attempted or completed some form of post-secondary education, while the males stand at 22 percent. Female attainment percentages exceed males in every age group in Green Lake County.

The reasons for variation between the genders is mostly rooted in 'opportunity'. Basically, males have had more choices among economically feasible careers not requiring post-secondary education such as careers in the male-dominated manufacturing industry, while higher-wage choices for females typically have required formal education.

Women are working in a wider array of careers. Wisconsin's growth industries, such as educational services and health services, are traditionally dominated by a female workforce. Perhaps 75 percent of employment in these industries, combined, is held by females.

Post-secondary educational attainment is included in this profile as an indicator of general worker preparedness. A larger share of today's newly created jobs, and an even higher share of them in the future, require some form of post-secondary educational attainment.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

Green Lake County's annual average wage, like many non-metropolitan counties, is below the state's overall average. The county's employers pay 79 cents for every dollar of the statewide average annual wage. In relative terms, its highest paying sector is natural resources employment at 114 percent of the statewide average and its lowest is in information employment at 58 percent of the statewide rate.

The difference in wage levels from one place to the next is a complex issue. Statewide average annual wages are heavily weighted towards jobs in Milwaukee and Dane counties, which compose about 30 percent of the state's total jobs and are considerably higher paying than Green Lake County's. Ultimately, wage differentials between metropolitan and non-metropolitan geographies are chiefly dictated by occupational mix more than its industry mix. More simply, it's the types of workers rather than the workplace itself that shape the wages paid in an area. This is a very simplistic statement and there is certainly more to this than the occupational mix of a county, but by and large this is the reason. For example, Green Lake County's average wage in financial activities employment is about 74 percent of the statewide average. This sector is made up of a handful of industries ranging from banks and real estate agencies to in-

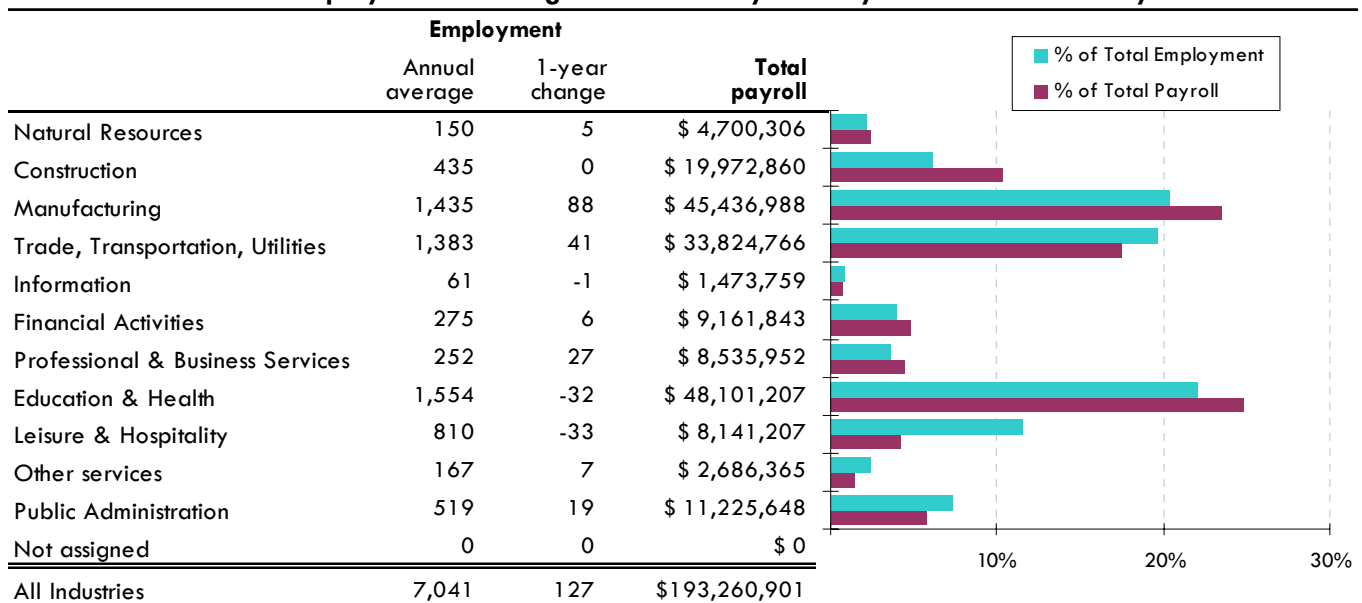
### Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage		Percent of	1-year
	Wisconsin	Green Lake County	Wisconsin	% change
All Industries	\$ 34,749	\$ 27,448	79.0%	6.5%
Natural resources	\$ 27,399	\$ 31,335	114.4%	13.3%
Construction	\$ 41,258	\$ 45,915	111.3%	8.0%
Manufacturing	\$ 44,145	\$ 31,663	71.7%	8.6%
Trade, Transportation, Utilities	\$ 30,088	\$ 24,458	81.3%	4.1%
Information	\$ 41,759	\$ 24,160	57.9%	14.4%
Financial activities	\$ 45,103	\$ 33,316	73.9%	-7.7%
Professional & Business Services	\$ 39,580	\$ 33,873	85.6%	-3.8%
Education & Health	\$ 36,408	\$ 30,953	85.0%	11.0%
Leisure & Hospitality	\$ 12,295	\$ 10,051	81.7%	2.2%
Other services	\$ 20,207	\$ 16,086	79.6%	0.1%
Public Administration	\$ 36,347	\$ 21,629	59.5%	-0.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

urance sales. While Green Lake County's distribution of employment in these various sub-industries may or may not be different than the statewide picture, the fact that bank tellers and real estate agents and insurance sales reps are paid differently, for example, shapes overall wage differences from place to place. More specifically, it is likely that the county's occupational distribution within its various financial activities employment is skewed less towards the management, executive and other high-wage ranks of this sector and more likely in administrative and occupations that are more entry-level in nature.

### 2004 employment and wage distribution by industry in Green Lake County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Green Lake County

Establishment	Product or Service	Size (Dec. 2004)
Community Health Network Inc	Offices of physicians, except mental health	500-999 employees
Berlin Foundry Corp	Iron foundries	250-499 employees
Berlin Area School District	Elementary & secondary schools	250-499 employees
Magnum Products LLC	Other lighting equip. mfg.	100-249 employees
County of Green Lake	Executive & legislative offices, combined	100-249 employees
City of Berlin	Executive & legislative offices, combined	100-249 employees
Markesan Public School	Elementary & secondary schools	100-249 employees
The Heidel House	Hotels & motels, except casino hotels	100-249 employees
Markesan Resident Home Inc	Nursing care facilities	100-249 employees
Wal-Mart Associates Inc	Discount department stores	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Green Lake County

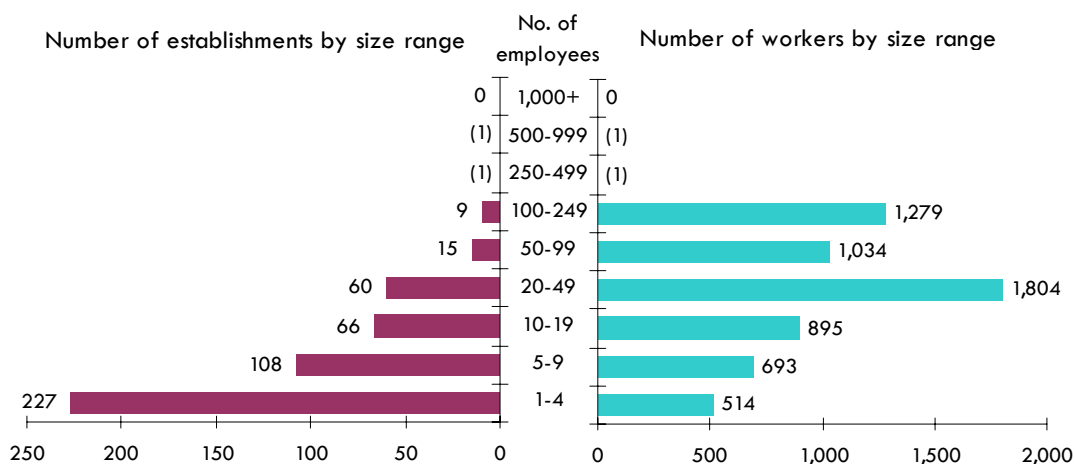
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	4	565	8	-13
Hospitals	*	*	not avail.	not avail.
Primary metal manufacturing	*	*	not avail.	not avail.
Executive, legislative, & gen government	13	440	19	38
Food services and drinking places	39	412	-13	-45
Nursing and residential care facilities	10	383	11	15
Electrical equipment and appliances	*	*	not avail.	not avail.
Apparel manufacturing	4	232	-2	11
Credit intermediation & related activity	11	193	12	52
Food and beverage stores	10	191	-9	-45

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Green Lake County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Green Lake County's largest employers and industries are a blend of what some may call "traditional" employers and those that are the "growth" industries of Wisconsin and the nation. Both of the top ten lists on this page boast educational and health services providers among the county's leading employers. Both industries are projected to be leaders in the state's job growth. Manufacturers are also featured among these larger employers. Government-owned employment such as in schools and municipal offices are quite prominent, which is typical in smaller counties because many private employers tend to be relatively small in employment.

The graph below examines just how sizable Green Lake County's establishments are via employment. The majority of the county's 568 business establishments, or about 227 of them, employ four or fewer workers. Most of the employers are considerably small, the largest segment of employment occurs in establishments with between 20 and 49 workers (1,804 total workers).

On average, there are about 12 workers per business establishment in the county. This is below the state and national averages of 17 and 15 workers per firm.

## Per Capita Personal Income

Green Lake County's per capita personal income (PCPI) was just shy of \$27,000 in 2003 ranking 32<sup>nd</sup> highest of the state's 72 counties. Its PCPI equaled 88 percent of the statewide figure.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from equity or bond holdings, accrued interest, rental property income, retirement benefits, social security benefits and other government transfer payments. This income measure is arguably the most referenced statistic in gauging the economic health of an area.

The growth of Green Lake County's PCPI over a five-year period ending in 2003 ranked last in the state growing 8.1 percent. The statewide growth rate was double this at 17.2 percent. These rates of growth were not adjusted for inflation.

The county's slow growing PCPI has a fairly simple explanation. The county's total personal income growth also ranked as the slowest in Wisconsin over five years and the wages paid by its employers ranked 70<sup>th</sup> in growth. These are the more "direct" reasons.

From an indirect view, the county's low income and wage growth are due to the fact that total personal income accrued in Green Lake County is disproportionately high in dividends, interest, rental income and governmental transfer payments. These monies have generally been flat, if not declining, over the last few years due to the mini-crash in the stock market between 2000 and 2001. Also, increases in government payments, like social security pay-

ments, are usually only indexed to inflation so there is never really a great dynamic in these payments. Counties that depend more on these two personal income components likely experienced slower than average total income growth, especially if their wage and salary earnings were also sluggish, which in Green Lake County's case, they were.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005